

Rep Order# 8843299 Ver# 1 Status New

Traffic Order#

Printed: 08/09/2012 9:40 AM
Last Received: 08/09/2012 9:24 AM
Showing Buylines: All Lines

1 of 2

Station KUCW-TV SALT LAKE CITY
Advertiser () HOUSE MAJORITY PAC
Product HOUSE MAJORITY PAC
Estimate# 1548
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
1010 WISCONSIN AVENUE, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1548
Flight Dates 10/02/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|-----------|---------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 1 | TU-F | 6P-630P | TWO AND HALF MEN | :30 | \$700.00 | 10/02-10/12 | 2 | 2 | 4 | \$2,800.00 | |
| | 2 | TU-F | 630P-7P | THE BIG BANG THEORY | :30 | \$800.00 | 10/02-10/12 | 2 | 2 | 4 | \$3,200.00 | |
| | 3 | SA | 7P-8P | BONES | :30 | \$125.00 | 10/06-10/13 | 1 | 2 | 2 | \$250.00 | |
| | 4 | SA | 1030P-12A | SATURDAY NIGHT LIVE | :30 | \$600.00 | 10/06-10/13 | 1 | 2 | 2 | \$1,200.00 | |

---REPORT TOTALS---

Report Totals: 12 / \$7,450.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$7,450.00
Sales Totals: 12 / \$7,450.00
Station Totals: 12 / \$7,450.00
Lines not sent/rcld/rtrm: 0 / \$0.00

---COMPETITIVE---

Market Totals \$255,137
CAEL 0% KJZZ 0% KSNZ 0% KSL 29% KSTU 26%
KTVX 21% KUCW 2% KUPX 0% KUTV 19% UNKN 0%

Books null
Demos RA35+

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